

Federal Government Contracting:

What You Need to Know

By

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41 Years of Federal Government Logistics Experience:

- Eight Years as Inventory Manager
- 12 Years as Logistician
- 21 Years as Contracts
 Specialist/ Contracting
 Officer/Grants Officer



VETERANS BUSINESS OUTREACH CENTERS

The SBA's No-Cost Business Counseling Resource for America's Veterans and Military Spouses

The Florida Veteran Business Outreach Center at Gulf Coast State College is funded in part through a cooperative agreement with the US Small Business Administration















Does the Federal Government want to do business with your company?

YES, <u>IF</u> THEY NEED YOUR PRODUCT OR SERVICE!

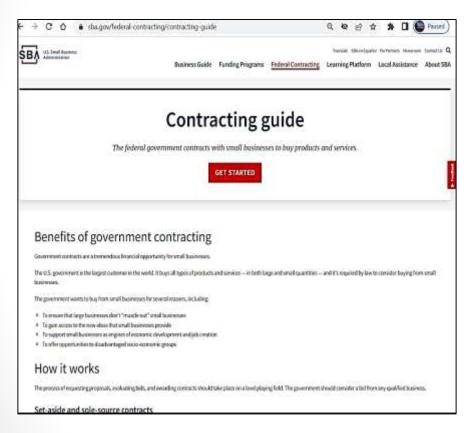
Our Goal Today:

Show you how to research FREE OF CHARGE

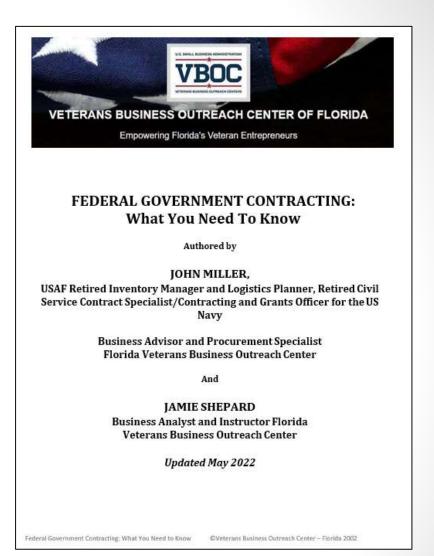
- WHAT federal agencies buy
- WHEN they buy
- HOW to navigate the federal procurement process to get on a bidders list at the agency and
- HOW to market for subcontract work with the prime contractors who are competing for and/or who have won those contracts.



Two Sources of FREE Guidance



https://www.sba.gov/federal-contracting/contracting-guide



https://vboc.org/government-contracting/

- The U.S. Government is the world's largest buyer of goods and services.
- Government contracting purchases exceed \$500 billion a year and are awarded to large and small businesses.
- In FY2022 \$132.5 billion is planned for DoD contracts
- All federal agencies are required to establish small business contracting goals.



What They Don't Buy

 Landlords and real estate services – that's the General Services Administration's job https://www.gsa.gov/



 Retail operations on bases and other federal installations like airports are contracted through the Base Exchange or the facility's management



The Federal Acquisition Regulation (FAR)

This regulation is the LAW for federal procurements.



Be sure to take the time to review the FAR with special emphasis on Part 5 Publicizing Contract Opportunities and Part 19, Small Business Programs.

Learn more at http://www.acquisition.gov



So How Do You Get In The Game? FOLLOW THESE SIX STEPS

- 1. Find your NAICS codes
- 2. Register as a contractor in SAM, the federal System for Award Management
- 3. Use SAM to search for contracting opportunities in SAM
- 4. Create your Capabilities Statement
- 5. Mail Cover Letters to the Small Business Representative for that agency
- 6. Identify SBA certification programs to help you compete and use SUBNET to find subcontracting opportunities

AND NONE OF THIS COST YOU ANYTHING BUT TIME!

Step #1: Find the North American Industry Classification System (NAICS) NAICS Codes for all your products and services free:

NAICS CODE LIST: Click Any Two Digit NAICS Code to Drill Down Further

Code	Industry Title	Number of Business Establishments
11	Agriculture, Forestry, Fishing and Hunting	367,824
21	Mining	32,268
22	Utilities	48,626
23	Construction	1,514,282
31-33	Manufacturing	657,322
42	Wholesale Trade	697,201
44-45	Retail Trade	1,818,112
48-49	Transportation and Warehousing	656,665
51	Information	370,887
52	Finance and Insurance	772,239
53	Real Estate Rental and Leasing	894,079
54	Professional, Scientific, and Technical Services	2,412,470
55	Management of Companies and Enterprises	79,114
56	Administrative and Support and Waste Management and Remediation Services	1,654,782
61	Educational Services	428,331
62	Health Care and Social Assistance	1,698,635
71	Arts, Entertainment, and Recreation	380,467
72	Accommodation and Food Services	899,728
81	Other Services (except Public Administration)	1,923,739
92	Public Administration	259,259
	Total Business Establishments	17,566,030

Begin with your industry categories, then drill down to your specific products and/or services

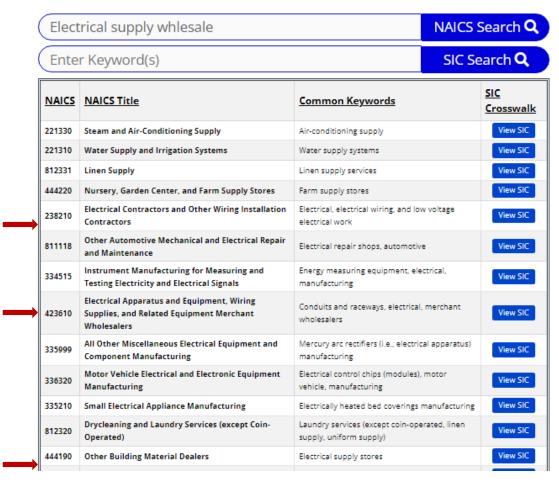
https://www.census.gov/naics/

EX: You are an electrical contractor. There is a specific NAICS code for that = 238210

THINK BROADLY TO INCREASE YOUR PROSPECTS

If you also have an electrical supply shop, you can also register as 44190 retail store.
If you are also an electric components or supply wholesaler, add 42610 to your NAICS codes.

NAICS/SIC SEARCH RESULTS



Know your NAICS codes handy. You will use them on your Capabilities Statement



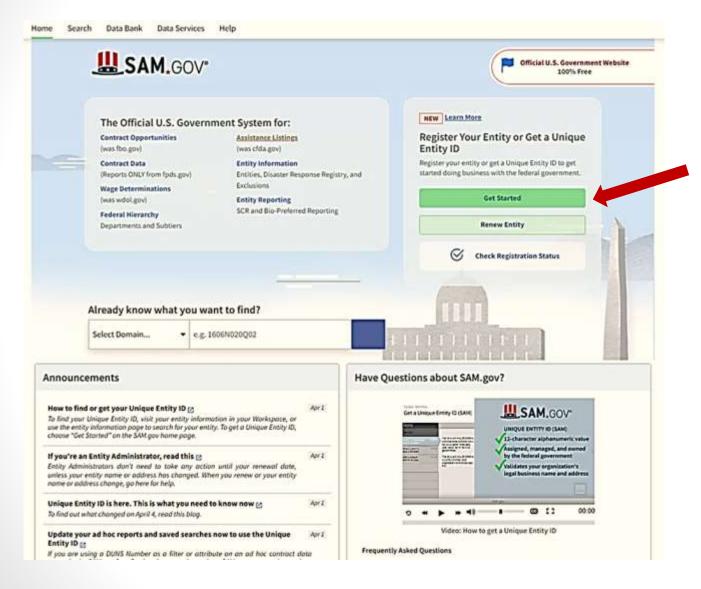
Step #2: Register in SAM

System for Award Management (SAM): https://www.sam.gov

REQUIREMENTS for Registering in SAM

- ✓ Be an established business use your complete name (ex: ABC Enterprise, LLC)
- ✓ Have a business bank account
- ✓ Have a Federal Tax ID number (EIN)
- ✓ Identify the NAICS codes for each of your business' products and services

https://www.sam.gov/portal/public/SAM/



Click on "Get Started"

Take Advantage of SAM's Helpful "Entity Registration Checklist" https://bit.ly/3uOHQFU



Entity Registration Checklist

Prepare for Entity Registration in SAM.gov



SAM.gov is an official website of the United States government. SAM.gov is FREE to use. There is no charge to get a Unique Entity ID, register your entity, and maintain your entity registration at SAM.gov.

What can you do with this guide?

The questionnaires and checklists here will help you gather the information you need and prepare to answer the questions in your entity registration.



All Awards registration allows you to bid on contracts and other procurements, as well as apply for financial assistance. Look for the icon on the left to submit an All Awards registration.

Jump to All Awards entity registration questionnaires and checklists



Financial Assistance Awards Only registration allows you to apply for financial assistance, or grants and loans, only. Look for the icon on the left to submit a Financial Assistance Only registration.

Jump to Financial Assistance Awards Only entity registration questionnaires and checklists

For All Awards registrations , prepare these sections:	For Financial Assistance Awards Only registrations, prepare these sections:	
Unique Entity ID Core Data Assertions Reps & Certs Architect and Engineering Responses Defense FAR Supplement (DFARS) questionnaire (if applicable) Points of Contact (POCs) SBA supplemental page (If you are a small business)	Unique Entity ID Core Data Reps & Certs Points of Contact (POCs)	

VOSB - SDVOSB: What You Need to Know

The <u>only</u> required registrations are with SAM and the VA, and you can do both for free online on your own. You do <u>not</u> need an intermediary.

- ❖ There is no cost or outside certificate needed to call yourself a "Veteran-Owned Small Business" as long as the majority (51%) of the business is owned and controlled by veterans.
- ❖ If you have a service-related disability, your ability to claim "Service-Disabled Veteran" status is covered by your VA DD214 claim decision letter and can be verified through your SAM registration. Further certifications are not required for bidding on set-asides or for marketing.

CAUTION: Beware of scammers!

About Doing Business With the VA

https://www.va.gov/osdbu/library/dbwva.asp

Registration and/or Veteran status <u>is not required</u> to participate in VA procurements. Procurement Opportunities with the VA are posted on SAM.

However, registration <u>is required</u> for Veterans to participate in procurements set-asides specifically for Veterans and Service Connected Disabled Veterans.

The Vets First Verification Program allows verified VOSBs and SDVOSBs the opportunity to compete for VA set-asides. During verification, the Center for Verification and Evaluation (CVE) verifies SDVOSBs/VOSBs.

https://www.va.gov/osdbu/verification/



STEP 3. Finding Federal Procurement Opportunities on SAM.gov https://bit.ly/3x4w0dE

- In general, ALL Federal Government Procurements of \$25,000 or more are required to be posted and viewed free of charge on SAM.
- Procurements of \$15,000 to \$25,000 must also be advertised by the government agency/department with the name and contact point for the government entity announcing the procurement. The information required to submit an offer must be included in the announcement.
- Contract awards of \$25,000 or more are also posted with complete contact information for the company that received the award.

About the Department of Defense



The Department of **Defense (DoD) posts** all contracting awards exceeding \$7.5M online daily for all military agencies at this website:

https://www.defense. gov/News/Contracts/

Who is Your POC for Marketing to Federal Agencies?



The Small Business Representative on a military installation and a federal agency's Office of Small & Disadvantaged Business Utilization (OSDBU) interface directly with small businesses that offer the products or services their agency needs

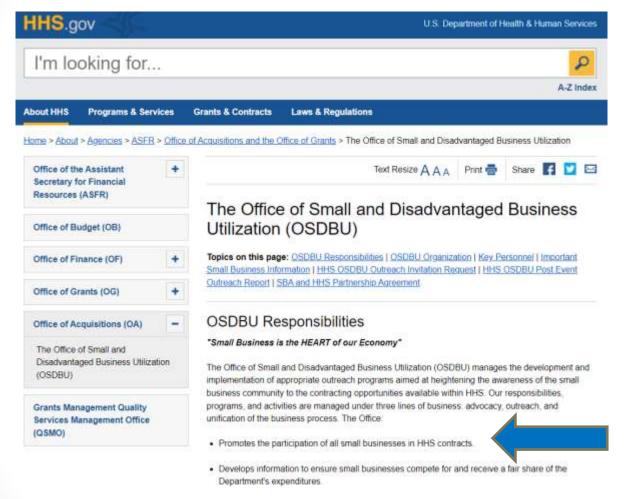
- NOT the Contracting Office!

Small Business Representatives & the OSBDUs Offices of Small & Disadvantaged Business Utilization

They can establish contracting set-asides for Service-Disabled Veteran-Owned Small Businesses (SDVOSB), Women-Owned and Minority-Owned Small Businesses, and small businesses located in HUB zones.

- FYI: 3% of all federal government procurement funds can be designated for SDVOSBs.
- To make the contract a "set-aside", the Small Business Representative or OSBDU must be reasonably confident of receiving two or more competing offers from SDVOSBs

How to Find the Small Business Rep & OSBDU



Find them online by searching "OSDBU and the agency name".

EX: HHS.gov

https://webarchive.library.unt.edu/eot2008/20080916004434/http:/osdbu.gov/offices.html

Step #4: Create Your Capability Statement

- NO MORE THAN 2 PAGES this is NOT a Business Plan
- Describes what your business can offer to potential government agencies and prime contractors, using your applicable NAICS codes.
- Highlights past accomplishments and future capabilities in contracting at any level.
- Be sure to include: what you do, your company history, your staff capabilities, your equipment and resources (add pictures), locations, how you can be contacted, and client testimonials, if you have them, especially from other government agencies.

Learn more: https://vboc.org/basic-training/

Sample Capabilities Statements, templates and guidance on creating one are available online at NO COST from SBA resource partners:

- The Florida VBOC https://vboc.org/governmentcontracting/
- SCORE https://SCORE.org
- PTAChttps://www.aptac-us.org/

MEDICAB TRANSPORTATION LLC Our Capability Statement Medicab Core Competencies: Our mission is to assist Rehabilitation Facilities in ramportation LLC our community to quickly and easily get their residents to appointments Non Emergency safely by providing timely interactive transport. We specialize in Medical Transportation solving complex transportation problems in a patient-friendly. 3049 Cleveland Avenue. compassionate manner. Our highly trained, professional employees Suite # 227 always go the extra mile to ensure our customers and their families have Fort Myers FL 33901 a good experience when using our services. Utilizing our service can (Tel) 239-479-1444 result in significant overhead reduction (Fax) (877) 745-8863 Capabilities: MediCab is an expert in Non-Emergency Patient www.medicabtrans.com Transportation and logistics. Our area of concentrated operation is Lee County, serving Fort Myers, Cape Coral, North Fort Myers, Lehigh A Veteran-Owned (VOSB), Minority-Acres, Estero, and the surrounding counties: Owned Small Business Transport Logistics Glades County, Hendry County, Collier County and the State of Florida, company with a growing base in southwest where a need is applicable Florida ADA compliant vehicles Accommodating all forms of wheelchairs. Bariatric Stretcher (BS) transport and wheelchair transport up to 700 pounds. Oxygen carried on transports Multiple hydraulic stretchers that provide safety for the operator and for the patients. DUNS: 192493240 Differentiators: NAICS: 561599 Fully insured SIC: 47290100 Professional, passionate, safe, caring team members ✓ Over 23 years' combined experience in patient care Registered at www.mvFloridamarketplace.com PAST PERFORMANCE: rated "OUTSTANDING" by our clients: Contact Information: Martin Ndungu Lee Memorial Health Systems (4 hospitals) President Lee Memorial Hospital, Gulf Coast Hospital, Cape Coral Hospital, and Cell 239-980-9300 HealthPark Hospital martin@medicabtrans.com Contact: Care Management POC: Wyndy Pappargeris 16451 HealthPark Commons Dr., #102 Fort Myers, FL 33908 Ph: 239-343-5649 Fax: 239-343-5768 Calusa Harbour POC Jay Groesser N.H.A. 2525 1" St Fort Myers FL 33901 Promise Hospital POC Patrick .G. Rayan CEO 3050 Champion Ring Rd Fort Myers FL 33905

Tel: 239-313-2906

Paul Rogers, CFO 9241 Park Royal Dr Fort Myers, FL 33908 239-985-2708

prayan@promisehealthcare.com

Park Royal Behavioral Hospital

Paul.Rogers@acadiahealthcare.com

Three Types of Capabilities Statements

GENERALLY EFFECTIVE: General Capability Statement	MOST EFFECTIVE: Targeted Capability Statement	VERY SPECIFIC: Sources Sought Capability Statement
"All-purpose" document with information about your company, your products or services with applicable NAICS codes, equipment, certifications and/or expertise, past performance/clients by industry sector, and your contact information.	Tailoring your Capability Statement to speak specifically to an opportunity, an agency's OSBDU or Small Business Representative, or prime contractor = an excellent way to distinguish your company from everyone who just sent out a general statement.	Technically NOT a Capabilities Statement. The Contracting Office will outline exactly what information they want you to provide and in what format. It is very important that you DO NOT send your normal Capability Statement, even as a secondary attachment.

Step #5: Marketing Cover Letters – a well kept secret

FYI: Mail a hard copy of your Capabilities Statement with a cover letter on your company letterhead with an original signature to the OSDBU or Small Business Representative. This works!

Cover Letter to the SMALL BUSINESS REP or OSDBU	General Marketing Cover Letter to other Contractors	Cover Letter to a Federal Contract Award Winner for Subcontract Work
Introduces your company - location, industry sector and specializations, plus any small business designation like VOSB, SDVOSB, Woman or Minority-Owned, Hub Zone, etc. Ask to be considered for any set- asides in your NAICS codes.	Same basic content but meant as a networking letter with same general info. Highlight your potential for teaming or subcontracting	Similar but also congratulates them on their award and introduces your company as a viable subcontractor. Include the same info

Step #6: Identifying Federal Contracting Award Goals, Diversity Goals & Set-Asides

Every year, the Federal Government awards millions of dollars in contracts, and a significant share of those contracts are specifically allotted to small businesses. FYI: NAICS codes and effective marketing are important!

https://www.sba.gov/federal-contracting/contracting-guide/size-standards

Federal Diversity Goals

The Federal Government establishes diversity goals in government procurements across all agencies and uses these designations to help these types of small businesses win at least 23% of all federal contracting dollars each year.

FEDERAL CONTRACT AWARD GOALS ARE NOT MANDATED

These goals are for special interest groups within the small business community – usually within a 3% to 5% range but are subject to annual adjustment. The <u>only goal mandated in federal legislation</u> is the 3% setaside for Service-Disabled Veteran-Owned Small Businesses (SBVOSB).

Service-Disabled Veteran-Owned Small Business (SDVOSB) mandated in federal legislation		
Federal contracting goal for Woman-Owned Small Business (WOSB)	5%	
Federal contracting goal for Small Businesses located in a HUB Zone	3%	
Federal contracting goal for 8a Program Participants	5%	

Federal Diversity Certifications

FYI: These diversity groups require independent, no-cost registration through the Small Business Administration or a recognized third party and may receive procurement preference based upon their classification.

➤ The designee must own at least 51% of the business and control its operation.

Learn more at https://certify.sba.gov/



VETERAN-OWNED SMALL BUSINESS (VOSB)

is <u>self-certifying</u> for all agencies <u>except</u> the Department of Veterans Administration (VA) whose contracting goal is 7% to VOSBs.

Learn more: https://www.va.gov/osdbu/verification/

Federal Diversity Certifications

Free certification through https://certify.sba.gov/



Service-Disabled Veteran-Owned Small Business (SDVOSB)
SELF CERTIFYING except for VA

Woman-Owned Small Business (WOSB) and Economically Disadvantaged Woman-Owned Small Business (EDWOSB)





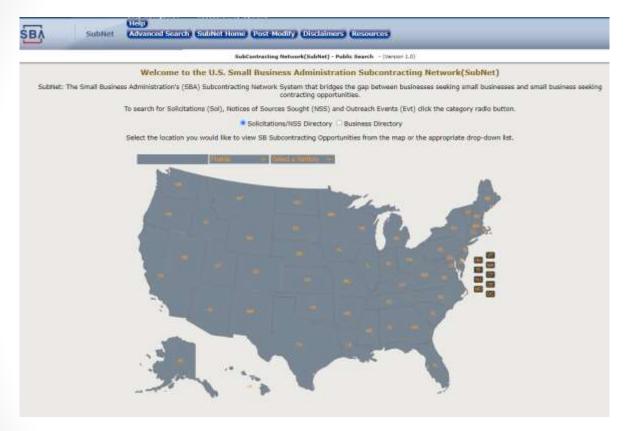
Small Businesses located in a HUB Zone Learn more at https://www.sba.gov/federalcontracting/contracting-assistance-programs/hubzone-program

Certified 8a Program Participants Learn more at



https://www.sba.gov/federal-contracting/contracting-assistance-programs/8a-business-development-program

SBA SUBNET: The Link between Prime Contractors and Potential Subcontractors



The SBA established SUBNET, a subcontracting network website for large businesses with federal government contracts to advertise subcontracting opportunities and to search for subcontractors to meet established contracting goals.

Learn more about SUBNET:

https://eweb1.sba.gov/subnet/client/dsp_Landing.cfm

SBA's Mentor-Protégé Program

The Small Business Administration oversees all Federal Mentor-Protégé Programs with the exception of the Department of Defense (DoD).

The Protégé, an established small for-profit business or agricultural cooperative, partners with a Mentor, a larger established business with government contracting experience.



FYI: SBA must determine that the mentor-provided assistance will promote real developmental gains for the Protégé, <u>not</u> just act as a vehicle to receive federal small business set-asides AND the applicant Protégé and its prospective Mentor may not be affiliated at the time of application.

Learn more about SBA's Mentor-Protégé and the DoD programs:

https://www.sba.gov/federal-contracting/contracting-assistance-programs/sba-mentor-protege-program

SBA's General Information & Training

SBA.gov's Federal Contracting Guides:

https://www.sba.gov/federal-contracting/contracting-guide

https://www.sba.gov/business-guide/grow-your-business/become-federal-contractor

SBA.gov's Learning Center: Excellent entry-level, self-paced courses:

https://www.sba.gov/sba-learning-platform

Florida's Procurement Technical Assistance Center (PTAC):

http://floridasbdc.org/services/government-contracting/

SCORE.org's Learning Library:

https://www.score.org/content/browse-library?f%5B0%5D=im_field_topics%3A436

General Information & Training

Government Contracting Acronyms:

https://defensestudies.net/pages/acronyms-used-in-government-contracting-p

SAMPLE FEDERAL AGENCY SMALL BUSINESS PROCUREMENT Page

Department of Labor Procurement Information Site: https://www.dol.gov/oasam/programs/osdbu/regs/procurement.htm

THE FEDERAL AGENCIES' SMALL AND DISADVANTAGED BUSINESS UTILIZATION (OSDBU)

The list of departments is particularly useful for locating smaller (\$15K to \$25K procurements and the sites where they are being advertised: https://www.dm.usda.gov/smallbus/fed_osdbus.htm

DoD Office of Small Business Programs: https://business.defense.gov/

FREEDOM OF INFORMATION ACT (FOIA)

Access to copies of awarded contracts with historical data including specifications, statements of work, terms, conditions, and price, under the Freedom of Information Act (FOIA). This information can be invaluable when preparing your proposal. Contact the specific agency's FOIA official to begin this process. https://www.foia.gov

LEGAL ISSUES FACING GOVERNMENT CONTRACTORS: https://smallgovcon.com/

This is not an endorsement of this law firm but this website has a wealth of information.

VBOC Archive of Webinars

https://www.gotostage.com/channel/5551176187204481030



Got Questions? We Have Answers. Just Ask!

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